

Statewide Lodging Performance by County Fourth Quarter 2008

County	Occupancy		ADR (\$)		RevPAR (\$)		Demand		Supply	
	2008	% Change	2008	% Change	2008	% Change	2008	% Change	2008	% Change
Apache	48.0%	-12.3%	73.83	4.1%	35.44	-8.8%	43,802	-16.4%	91,264	0.0%
Cochise	55.7%	-10.2%	67.96	1.7%	37.87	-8.6%	156,540	-0.3%	280,968	11.0%
Coconino	52.4%	-6.0%	75.63	-0.9%	39.62	-6.8%	506,461	-4.2%	966,720	1.9%
Gila	48.6%	-17.0%	68.34	-4.2%	33.20	-20.6%	50,661	-15.4%	104,297	1.9%
Graham	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
Greenlee	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
La Paz	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
Maricopa	52.7%	-16.0%	117.06	-2.9%	61.74	-18.4%	2,659,439	-10.7%	5,042,223	6.4%
Mohave	49.7%	-4.9%	63.20	-5.6%	31.38	-10.2%	193,356	-5.3%	389,349	-0.5%
Navajo	49.3%	-16.0%	63.43	6.3%	31.28	-10.9%	154,708	-13.3%	313,751	3.2%
Pima	56.1%	-8.1%	95.64	-2.4%	53.68	-10.4%	800,575	-6.5%	1,426,266	1.8%
Pinal	53.6%	-12.7%	69.43	-3.8%	37.20	-16.0%	76,253	-7.4%	142,324	6.2%
Santa Cruz	53.4%	-12.1%	71.16	-3.1%	37.98	-14.9%	48,467	-9.5%	90,801	2.9%
Yavapai	53.2%	-12.0%	120.30	-4.7%	64.01	-16.0%	233,309	-10.0%	438,485	2.4%
Yuma	55.4%	-7.6%	75.27	-2.1%	41.72	-9.8%	169,599	1.6%	306,027	10.4%

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available

* % change compared to last year